Docket No: MS1-1486US 1 of 18

Inventor(s): Krieger, et al.

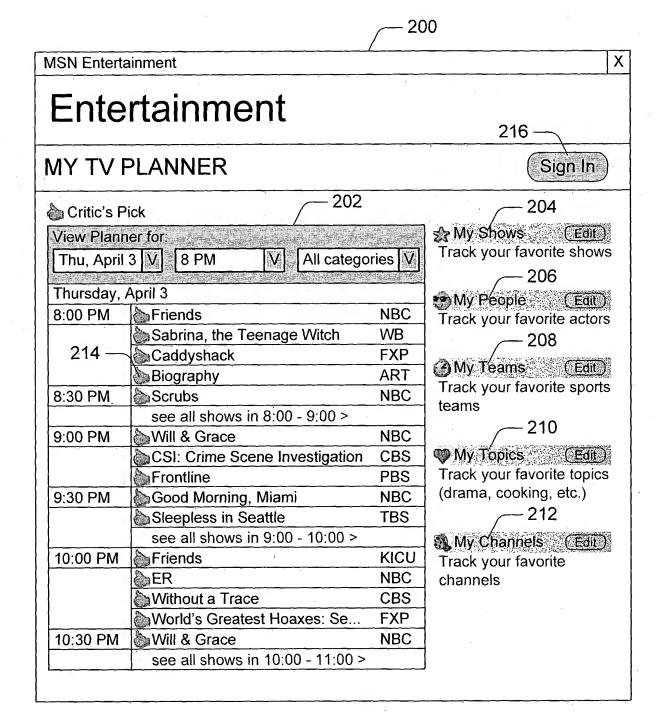
Title: Context-Sensitive Television Tags

100 —

APRIL 19	1:00 PM	1:30 PM	2:00 PM		2:30 PM	
1 PPV	Shrek		Atlantis	: The Lost Empire		
2 KREM	As the World Turns		Guilding Light			
3 KAYU	Texas Justice	Paid Programming	Paid Programming	Garfield	d	
4 KXLY	One Life to Live		General Hospital			
5 GOVACC	< <government access="" programming="">></government>					
6 KHQ	Days of Our Lives		Passions			
7 KSPS	Terry Madden Watercolor	Kaye's Quilting Friends	Caillou	Sagwa, the Chinese Siamese Cat		
8 KGPX	Bonanza		Bonanza			
9 TDC	Home Matters		Christopher Lowell			
10 HSN	Mother's Day Gifts		Gem Source			
11 PIN	Orange Clean	Ultra Oven	Slim Down	Leigh Valentine		
12 VP-CH	Southside Homes	Northside Homes			Misc. Properties	

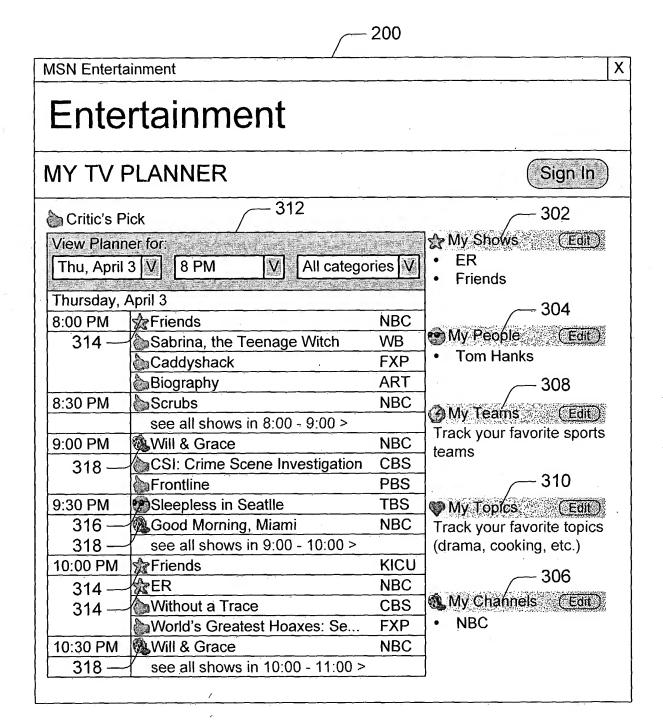
Figure 1 Prior Art Docket No: MS1-1486US 2 of 18

Inventor(s): Krieger, et al.



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Inventor(s): Krieger, et al.



Docket No: MS1-1486US 4 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

400

MSN Entertainment Entertainment **Program Details Dateline NBC** Investigative journalism Channel: KNTV 3 Airing Time: Tue 10/1, 10:00 PM (60 minutes) Categories: General, Series, General/News, Series/Talk Show Future airings of Dateline NBC: Fri 9/20 9:00 PM 3 KNTV (NBC) Fri 9/27 8:00 PM 3 KNTV (NBC) 402 Sun 9/29 7:00 PM 3 KNTV (NBC) 404 Add to my TV Planner 406 O Add this episode 408 O Add all episodes O Add only new episodes Docket No: MS1-1486US 5 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

500

MSN Entertainment

Χ

Entertainment

Program Details

Homeward Bound: The Incredible Journey

An old golden retriever, a mutt and a cat try to find their way home through

strange territory.

Channel: Hallmark Channel 77

Airing Time: Mon 5/26, 5:00 PM (120 minutes)

Categories: General, Movies, General/Action/Adventure, General/Movies,

Movies/Action and Adventure

MPAA Rating: G Star Rating: ***

Release Year: 1993

Lead Actors: Don Adler, Ed Bernard

Actors: Kevin Chevalia, Anne Christianson, Ted D'Arms, Kim Greist

Director: Duwayne Dunham

Other Credits: Franklin R. Levy, Jeffrey Chernov (Producer)

- 502

Add to my TV Planner
O Add this airing

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Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

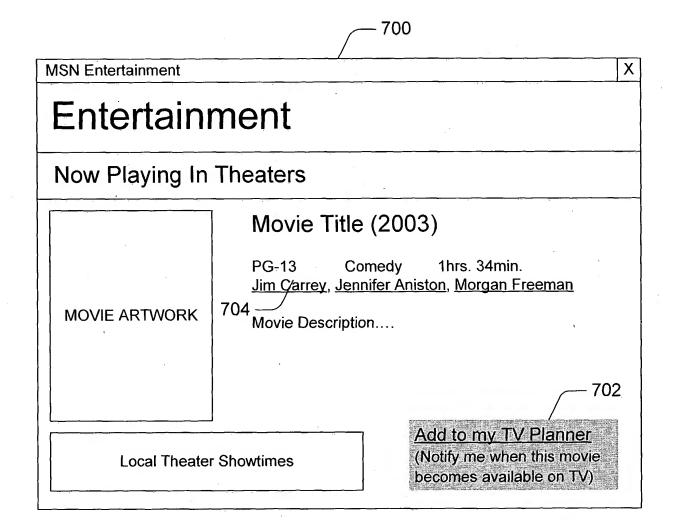
600

MSN Entertainment Entertainment **Program Details** MLB Baseball - Seattle Mariners at New York Mets Channel: KSKN 22 Airing Time: Fri 6/6, 4:00 PM (180 minutes) Categories: Sports, Sports/Baseball Future airings of MLB Baseball - Seattle Mariners at New York Mets: Sun 6/8 10:00 AM 30 Fox Sports Northwest (Sports Regional) Sat 6/7 4:00 PM 30 Fox Sports Northwest (Sports Regional) Fri 6/6 4:00 PM 461 Game 1 (PAY) 602 Sun 6/8 10:00 AM 462 Game 2 (PAY) Add to my TV Planner O Add this airing - 604 606 Track the Seattle Mariners 608 O Track all programs with the Seattle Mariners O Track only live sporting events with the Seattle Mariners Track the New York Mets 612 O Track all programs with the New York Mets O Track only live sporting events with the New York Mets

Figure 6

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Inventor(s): Krieger, et al.



Docket No: MS1-1486US 8 of 18

Inventor(s): Krieger, et al.

800				
MSN Entertainment		X		
Entertainr	ment			
Celebrity Biogra	phy	•		
Celebrity Photo	Actor Born: January 17, 1962 Biography Text			
802 Track this person in	my TV Planner — 804			
	000			

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Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

900

MSN Entertainment

X

Entertainment

Program Details

Homeward Bound: The Incredible Journey

An old golden retriever, a mutt and a cat try to find their way home through strange territory.

Categories: General, Movies, General/Action/Adventure, General/Movies,

Movies/Action and Adventure

MPAA Rating: G Star Rating: ***

Release Year: 1993

Lead Actors: Don Adler, Ed Bernard

Actors: Kevin Chevalia, Anne Christianson, Ted D'Arms, Kim Greist

Director: Duwayne Dunham

Other Credits: Franklin R. Levy, Jeffrey Chernov (Producer)

902

Next 5 Airings

Channel 77 - 5/26 - 5:00 PM

Channel 77 - 5/29 - 8:00 PM

Channel 23 - 5/29 - 8:30 PM

Channel 46 - 6/4 - 10:30 AM

Channel 46 - 6/5 - 12:00 PM

Docket No: MS1-1486US 10 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

1000

MSN Entertainment

X

Entertainment

Program Details

Homeward Bound: The Incredible Journey

An old golden retriever, a mutt and a cat try to find their way home through

strange territory.

Channel: Hallmark Channel 77

Airing Time: Mon 5/26, 5:00 PM (120 minutes)

Categories: General, Movies, General/Action/Adventure, General/Movies,

Movies/Action and Adventure

MPAA Rating: G Star Rating: ***

Release Year: 1993

Lead Actors: Don Adler, Ed Bernard

Actors: Kevin Chevalia, Anne Christianson, Ted D'Arms, Kim Greist

Director: Duwayne Dunham

Other Credits: Franklin R. Levy, Jeffrey Chernov (Producer)

1002

Record This Program

Recording of this program is currently NOT scheduled. Click here to schedule this program to be recorded.



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Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

	1100	
ll About Elephant	s	
· ····································		
7.4		
	Article Text About Elephants	
	. · · · · · · · · · · · · · · · · · · ·	
4400		
1102		
	ns Scheduled For Broadcast - National Geographic Special	
/30 - 0:00 PM - /1 - 7:00 PM -		
	Life at the Circus - A Documentary	

Inventor(s): Krieger, et al. Title: Context-Sensitive Television Tags 120 **ENTERTAINMENT** CONTENT PROVIDER(S) 1206 TV TAG GENERATOR **PROGRAM DATA** PROVIDER(S) <u>1207</u> 1204 INTERNET <u>1202</u> **CLIENT DEVICE** TV PLANNER SYSTEM <u>1210</u> <u>1208</u>

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Figure 12

Docket No: MS1-1486US 13 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

TV PLANNER SYSTEM

908

NETWORK INTERFACE

<u>1302</u>

PROGRAM DATA REPOSITORY

<u>1304</u>

PERSONALIZATION
DATA REPOSITORY

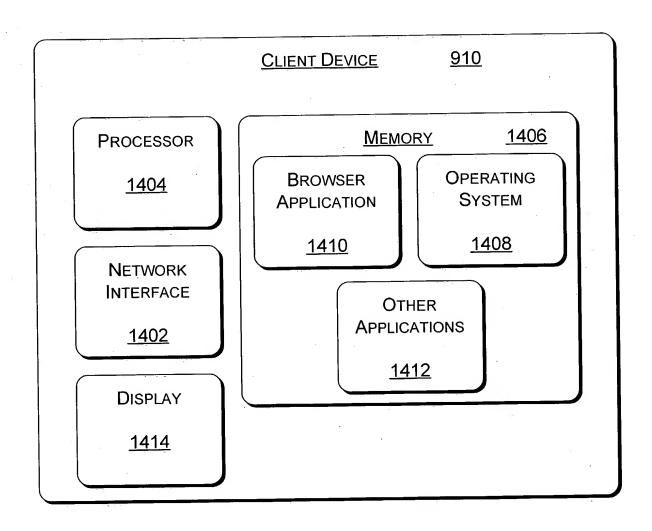
<u>1306</u>

PROGRAM DATA FILTER

1308

PERSONALIZED TV PLANNER SERVER 1310 Docket No: MS1-1486US 14 of 18

Inventor(s): Krieger, et al.



Docket No: MS1-1486US 15 of 18

Inventor(s): Krieger, et al.

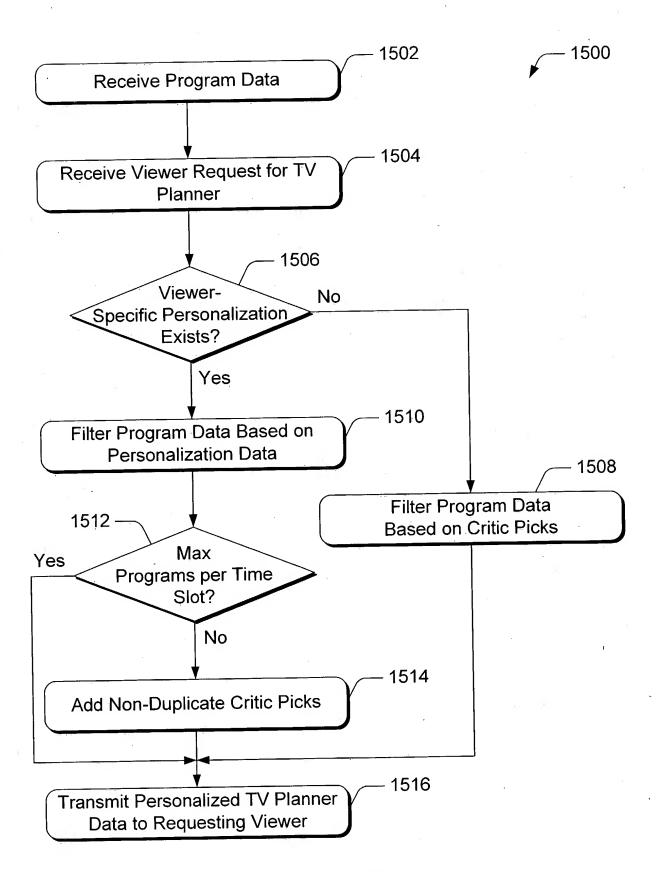


Figure 15

Docket No: MS1-1486US 16 of 18

Inventor(s): Krieger, et al.

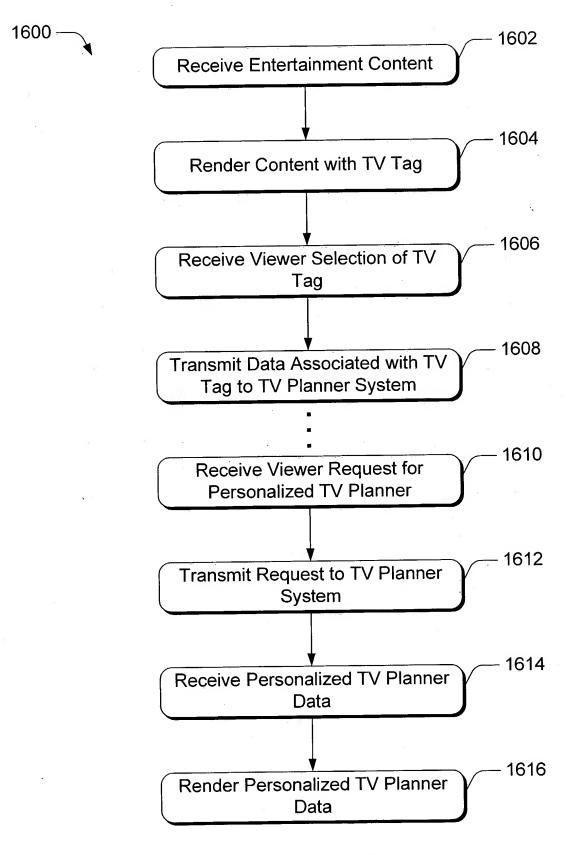


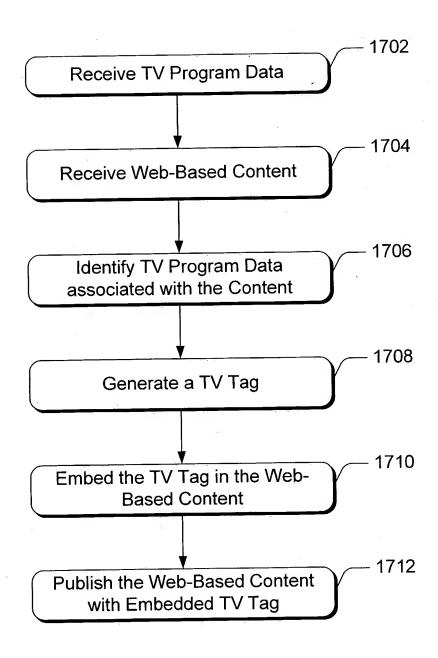
Figure 16

Docket No: MS1-1486US 17 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

1700 —___



Docket No: MS1-1486US 18 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

1800 —

